MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

DDM5117 – DIGITAL MEDIA AND CULTURE

(All sections/Groups)

5 OCTOBER 2022
2.30 P.M. – 4.30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet.

STRUCTURED QUESTIONS [40 MARKS]

Instructions: Answer **ALL** questions. Write your answers in the Answer Booklet.

Question 1

a) List and define **THREE (3)** basic concepts of digital media. (6 marks)

b) Illustrate the linear communication model. (4 marks)

Question 2

a) List and define **TWO (2)** types of culture. (4 marks)

b) List **SIX (6)** examples of cultural produce. (6 marks)

Question 3

a) List **EIGHT (8)** types of media. (8 marks)

b) Define Penny Press. (2 marks)

Question 4

a) List and explain **TWO (2)** methods to study the media. (4 marks)

b) List with examples **THREE (3)** social media effects on society. (6 marks)

End of Paper